

Sorting Through the Hype: Pet Nutrition

How do you feel after you've scarfed down a Double Double with Animal-style fries and a shake from In-N-Out? If you are like most of us, you probably feel like Jabba the Hut – bloated, squishy, and in need of a nap. On the other hand, how do you feel after you've enjoyed a beautiful fresh salad and hydrated with lots of water on a warm, summer day? Generally, you feel light, vibrant...HEALTHY. Nutrition can make a HUGE difference in how you feel on a daily basis. It's no wonder, then, that it's extremely important for your pets and their health as well.



Jasper enjoys Hill's T/D as a treat to keep his teeth healthy!

The pet food market can be incredibly overwhelming. There are so many choices...and so many buzzwords embedded in clever marketing: Natural, Organic, No By-Products...It can send your mind spinning! Keep in mind an important point: Humans have very different nutritional needs than dogs and cats. What may sound delicious and healthy to us may not have any nutritional value to our pets. After all, while a juicy gopher might sound delicious to your Jack Russell, I doubt many of us would salivate on the thought of a gopher for dinner!

So, what SHOULD you look for in a good pet food? Well, who advises you on a proper diet, given your age, medical history, and lifestyle? Your doctor!!! In much the same way, your pet's nutrition expert is your veterinarian. Make a discussion of diet a part of every visit to your veterinary office. If your pet has a medical condition, there are many veterinary diets suited especially for that issue. Years of scientific research are behind these specific diets and can make all the difference for a pet with a chronic condition. Does your pet have skin issues? There's a food for that! How about kidney disease? Yup, there's a food for that too. Weight control? Of course, there's a food for that! Did you know there are even special diets for pets that are chronically stressed?



Cisco suffers from kidney disease and loves Hill's canned k/d food.

Lifetime has a variety of veterinary diets available to help your pet live the best possible life. Talk to us about the differences between the foods we carry and we can find the perfect fit for you and your pet. The most popular brands we carry are Hill's veterinary diets and Royal Canin veterinary diets. Both companies employ rigorous testing to ensure the safety of their foods and optimal nutritional

content as well as extensive palatability testing (which means they fed it to lots of lucky cats & dogs to make sure it tastes great...otherwise, what's the point of a special diet if the pet refuses to eat it!?!). In addition, both companies guarantee their food – so if you buy it

and your pet doesn't love it, bring it back for a full refund. We would love to make a food recommendation for you and get your pet feeling their very best!



Pliney keeps his teeth clean with Hill's T/D for cats



Hill's T/D is formulated to reduce plaque & tartar. Here is a comparison of the regular canine T/D and the small dog T/D.



Royal Canin tested a variety of shapes when formulating their treats and found that pets liked flowers best! Royal Canin has treats for many special dietary concerns!